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Resisting the evil empire

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Resisting the evil empire

Abstract

Given it has been discussed so much, I am a little loath to add further to talk about The Daily Telegraph's "Kick this mob out" cover. But it is such an instructive example.

As some of my colleagues have suggested such a display of swagger always has the potential to backfire.

There are now numerous signs of resistance, apart from discussion by politicians and media commentators, they include boycott attempts and a string of creative parodies.

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The Daily Telegraph

WE'RE FOR SYDNEY

IT'S ON: SEPTEMBER 7 ELECTION



Fellow Australians, Here is a better idea...

KICK THIS KNOB OUT

Daily Telegraph
EDITORIAL

At last, the power is within the hands of the Australian people to deliver a change of government and to rebuild Australia's strength and stability.

At last, the time has come for Kevin Rudd and his Labor government. Announcing the September 7 election date yesterday, Prime Minister Rudd tried to distance himself from Labor's years of dourness and destruction. He now promises "a new way" and "new politics". But Australians know

that Rudd is absolutely tied to old Labor and its socially divisive and financially ruinous policies. Kevin Rudd is the leader of a government that confessed just three days ago that its most recent federal budget wasn't worth the paper it was printed on. Kevin Rudd is the leader of a

government that punched holes in Australia's secure borders and cost thousands of lives and billions of dollars by smuggling the vile people-smuggling trade. Kevin Rudd is the leader of a government that attempted to intimidate a free media into docile, compliant silence.

Kevin Rudd is the leader of a government that didn't keep its word on the carbon tax. A government that didn't keep its word on delivering a surplus. A government that, in the end, didn't even keep its word on the 2013 election date.

FULL EDITORIAL PAGE

Who needs the kick? Facebook Brendan Fitzpatrick

A newsagent in northern New South Wales [instituted a boycott](#) at their shop but seem to have been cajoled into changing their minds and appearing on [page five](#) of yesterday's *Telegraph*. We are told they changed their mind after a "charm offensive" from Telegraph columnist Tim Blair.

Lets hope that the Brisbane Café owner, Patrick Boucher, who [launched a boycott](#) of *The Courier Mail*, with a handwritten note, sticks to his guns now that he has been propelled onto the international stage. UK parliamentarian Tom Watson, who grilled Murdoch over the hacking scandal, Facebooked Boucher's note denouncing Murdoch's "attempt to subvert the political and electoral outcomes in Australia," adding the comment: "Overcooked it Rupe".

The Daily Telegraph

WE'RE FOR SYDNEY

IT'S ON: SEPTEMBER 7 ELECTION



Photo by Steve

Finally, you now have the chance to ...

KEEP THIS SOB OUT

Daily Telegraph EDITORIAL

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Kevin Rudd is the leader of a government that didn't keep its word on the carbon tax. A government that didn't keep its word on delivering a surplus. A government that, in the end, didn't even keep its word on the 2013 election date. **FULL EDITORIAL P26**

Kick out or Keep out Facebook Bony Rabbit

As fellow media panelist Libby Lester, [points out](#) the politics of boycotts are complex and unlikely to cause a seasoned warrior like Murdoch much grief.

But there's also been another stream of creative responses that have been filtering across my Facebook feed.

The Daily Telegraph

WE'RE FOR SYDNEY

IT'S ON: SEPTEMBER 7 ELECTION



Finally, we now
can prove we're
**NOT ACTUALLY
JOURNALISTS**

Daily Telegraph EDITORIAL

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FULL EDITORIAL PAGE

Questioning Murdoch style journalism Daily Trash

These graphic parodies are active attempts to reframe *The Telegraph's* attack. Sure they circulate to a small niche audience but they are indicative of the change in media practices that see a wealth of [“tactical media”](#) circulate around mainstream content.

They don't have the reach of [“NSW's most popular newspaper”](#) but they do represent the multiple pockets of resistance that constantly challenge its popularity. They show that in the new digital media landscape, however confident its swagger, the old media tabloid struggles to control its own image.

Perhaps that is why *The Tele* was so anxious to demonstrate to their readers that they could bring those deviant newsagents back into their fold.

And of course, after [yesterday's events](#), one is left asking: Is Kim William's resignation as News chief the biggest sign of resistance or does it represent the ultimate capitulation to Murdoch's power?